

AMENDMENTS TO THE CLAIMS

The following listing of claims will replace all prior versions and listings of claims in the application.

LISTING OF CLAIMS

1. (Cancelled)
2. (Currently amended) The method of claim 4 18, further comprising:
transposing an actual image of an interior of ~~said a~~ a particular retailer of said retail environment as an alternative navigable image within said internet site; and
providing customer selectable links within said alternative navigable image for providing detailed information of a said particular retailer.
3. (Currently amended) The method of claim 4 18, further comprising:
providing customer selectable links within said navigable image for providing detailed information of particular goods of a particular retailer.
4. (Previously presented) The method of claim 2, further comprising:
providing customer selectable links within said alternative navigable image for providing detailed information of particular goods of a particular retailer.
5. (Currently amended) The method of claim 4 18, wherein said retail environment is a downtown area of a community.

6. (Currently amended) The method of claim 4 18, wherein said retail environment is a shopping center.

7. (Currently amended) The method of claim 4 18, wherein said retail environment is a strip mall.

8. (Currently Amended) The method of claim 4 18, further comprising:
providing a purchasing interface whereby the remote customer may arrange for remote purchase of one of goods and services.

9. (Currently amended) The method of claim 4 2, further comprising ~~wherein said transposing an actual image includes~~ providing a customer perspective of said alternative navigable image and ~~said providing functions to navigate includes~~ allowing a customer to virtually walk through said interior of said particular retailer of said retail environment.

10. (Cancelled)

11. (Currently amended) The method of claim 40 19, ~~wherein said scrolling lineal images includes~~ further comprising transposing an actual image images of said at least one storefront of said retail environment as a said navigable image.

12. (Currently amended) The method of claim 40 19, wherein said links provide detailed information for goods, services or a business.

13. (Currently amended) The method of claim 40 19, wherein said communicating includes purchasing goods or services.

14. (Cancelled)

15. (Currently amended) The method of claim 44 20, ~~wherein said scrolling images~~ includes further comprising transposing an actual image of said actual location as a said navigable image.

16. (Currently amended) The method of claim 44 20, further comprising selecting links within said navigable image to provide detailed information for goods, services or a business.

17. (Currently amended) The method of claim 44 20, further comprising purchasing goods or services from said website by selecting a link within said navigable image.

18. (New) A method comprising:

transposing an actual image of at least one storefront of a retail environment as a navigable image within an internet site;

allowing a user to lineally scroll said navigable image within said internet site by moving a point of view of said navigable image in a direction generally parallel to said at least one storefront; and

providing customer selectable links within said navigable image.

19. (New) A method comprising:

lineally scrolling a navigable image within an internet site by moving a point of view of said navigable image in a direction generally parallel to at least one storefront of a retail environment; and

communicating between a remote computer and said internet site to navigate said navigable image and select links within said navigable image.

20. (New) A method comprising:

scrolling images of an actual location as a navigable image on a website; and

navigating said navigable image in a linear manner by communicating commands from a remote computer to a server computer hosting said website that move a point of view of said navigable image to give a viewer an impression of walking down a street or strolling through a mall while viewing actual store window displays.